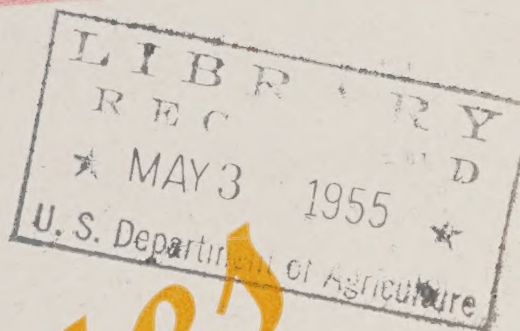


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BROUGHTON'S

1955



Roses

A Good Selection Of The Best

★ ★ ★

The Leslie M. Broughton Co.



20131 JAMES COUZENS HIGHWAY

VE. 6-9069

DETROIT 35, MICHIGAN

● OR CALL LAKE ORION: MYrtle 2-0691 ●

FOREWORD

Roses certainly hold a high place among flower lovers. In my opinion with good care they will produce more bloom and beauty during an entire season than any other variety of plants. The wide range of color available in these plants make them especially valuable.

Many new patented introductions are coming on the market every year and good many are really deserving the merit.

To be kept in good health at all times and under all weather conditions, roses definitely must be sprayed regularly. In the early part of the spring, roses are very susceptible to Aphids. These are easily taken care of with Black-Leaf-40, Parathion, and several other good contact insecticides. With the advent of warmer weather, roses must be kept free of Black Spot, a fungus disease that causes circular black spots to appear in rose leaves which kill the individual leaves, causing them to drop, and often defoliating the plant. This devitalizes the rose plant and continual Black Spot infection certainly is the cause of much of the winter losses usually blamed on other causes. This fungus, like all other fungus diseases, is especially active when there is more than usual humidity. Dusting sulphur is a good control as well as various cuprous formulas prepared for this control by various firms.

Chewing insects are numerous but easily controlled. Parathion or DDT. Rose Bugs, that appear in the spring are quite a pest for a short time, but a little persistent spraying will get rid of them.

At the advent of winter, before the ground freezes up the soil around the rose plants should be hilled up around the plants at least a foot and left this way until April, after covering with straw.

Roses are like all other plants; they will not produce good results unless they are cared for, but with a reasonable amount of care, they are without peer. Mulching in the summer time often brings good results. Bone meal, rotted cow manure, Driscure are all good fertilizers for roses.

All of our roses are held in tar-paper pots, and can be planted even in mid-summer. Just dig a hole about the size of the pot, then lay the pot on its side and slit with a razor blade, remove the contents of the pot, place it in the hole and water liberally. If any sign of wilting appears, cover the plants with paper or something to keep the hot sun off and then water again heavily about sundown and usually by the next morning the rose has completely recovered.

We hope that you will follow directions, give the roses the care they need and enjoy your roses to the fullest extent.



To Garden Clubs:

We have speakers available for
your meetings.

PATENTED HYBRID TEA ROSES

BLANCHE MALLERIN. Patent No. 594. A relatively new white hybrid tea rose of unusual merit, which is undoubtedly one of the best pure white patented roses. \$2.25.

CHRYSLER IMPERIAL. Patent No. 1167. A 1953 introduction. Vivid rich crimson with blood red overtones, long tapering buds open into huge, double, fragrant blooms. Heavy dark green disease resistant foliage. \$3.00.

DIAMOND JUBILEE. Plant Patent No. 824. Large, long-lasting, high-centered blooms of buff-orange. A cut flower favorite, producing an abundance of fragrant blooms. \$2.50

FORTY-NINER. Patent No. 792. Most brilliant bi-color ever produced, rich chrome yellow and vivid red. Fragrant. \$2.75.

KATHERINE T. MARSHALL. Patent No. 607. Flowers of warm glowing pink on magnificent hardy plants. Fruity fragrance. \$2.25.

LOWELL THOMAS. Patent No. 595. Large, vibrant, near yellow flowers. Sturdy, upright plants. Slight tea fragrance. Excellent for cutting. \$2.50

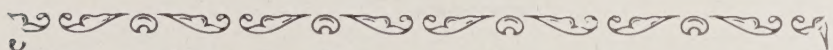
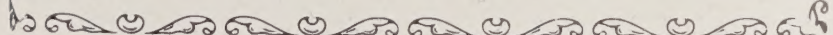
MIRANDY. Patent No. 632. Huge, fifty petaled, dark crimson flowers, with a rich fragrance. Strong grower. \$2.85.

MISSION BELLS. Patent No. 923. One of the best recently introduced salmon pinks. \$2.50.

MOJAVE: This is a 1954 introduction. An orange blend. Everyone will be asking for this one. — Patent Applied for. \$3.50.

NEW YORKER. Plant Patent No. 823. The perfectly formed, high-centered blooms are scarlet with rose-red undertones and each petal is overlaid with a rich sheen of velvet. Plants bloom heavily in June on luxurious, vigorous, 3 ft. plants with a breath taking succession of flowers from then until cold weather. \$2.50 each.

PEACE. Patent No. 591. This has been consistently one of our best sellers. Yellow buds, flowers various shades of yellow with pink edges. Very large flowers. \$3.00.


PRESIDENT EISENHOWER. A new introduction. Plant Patent No. 1217. This is outstanding. \$3.00 each.


SUTTER'S GOLD. Patent No. 885. Intensely fragrant blooms vary from orange-gold to yellow tinted pink, produced singly on long straight stems. Ideal for cutting. \$2.85.

TIFFANY. Plant Patent No. 1304. Beautiful phlox-pink. High-centered, double flowers with petals of heavy texture. Very fragrant. Dark foliage. \$3.25 each.

NON-PATENTED FLORIBUNDAS

FLORADORA. An orange-red floribunda that has long been a favorite. \$1.75.

FRENSHAM. If you want a deep scarlet floribunda this is it. \$1.75.

ROSENEFFE. Lovely rose pink. \$1.75.

PATENTED FLORIBUNDA ROSES

EMBERS. A delightful new introduction that is brilliant scarlet. Patent No. 1178. \$2.85 each.

FASHION. Patent No. 789. The "luminous coral-pink, overlaid gold" color of this rose, truly creates a new "fashion" in rosedom. The blooms are large, with gracefully waved petals, and rich display of golden yellow stamens. A must. \$2.85.

FROLIC. Patent No. 1179. Another recent introduction that is bright pink. \$2.85.

GOLDLOCKS. A good deep yellow floribunda. Patent No. 672. \$1.85.

INDEPENDENCE. New. Patent No. 1036. Spectrum red. \$2.50

IRENE OF DENMARK. Patent No. 889. Beautiful white. \$2.25.

JIMINY CRICKET. (Patent applied for.) A new one. Lovely coral-orange flowers. \$3.00.

MASQUERADE. Patent No. 975. Yellow, red, pink and lemon all appearing at one time on a bush. \$2.80.

RED CAP. (Patent applied for.) Another brand new introduction that is bright scarlet. \$3.00.

GRANDIFLORA ROSES

QUEEN ELIZABETH. Plant Patent No. 1259. Huge, exquisite blooms of soft carmine-rose and dawn-pink. Fragrant; borne in clusters and singly. Very tall and free blooming. \$3.75 each.

HYBRID PERPETUAL ROSE

FRAU KARL DRUSCHKI. We are listing this hybrid perpetual rose because it is one of the finest white roses in existence. \$1.75.

NON-PATENTED HYBRID TEA ROSES

BETTY UPRICHARD. Salmon pink. \$1.75.

COUNTESS VANDALL. The plants branch freely with long, pointed, orange copper buds. The flowers are large, double, high centered and have a rich fragrance. Their color is brilliant pink lightened with salmon. The blooms are borne on long stems. \$1.75.

CRIMSON GLORY. Plant Patent No. 105. Following the large urn shaped buds are the well formed flowers of an intense deep vivid crimson shaded oxblood red and mellowed by a soft velvety nap. \$1.75.

ECLIPSE. A lovely golden yellow. \$1.75.

ETOILE DE HOLLAND. Brilliant red blooms of magnificent size, perfect in half opened state, showing clean, attractive centers when fully open, petals enormous, very fragrant. Free blooming. \$1.75.

GOLDEN DAWN. Sunflower yellow. \$1.75.

KAISERIN AUGUSTA VICTORIA. Soft pearly white, tinted with just enough lemon in the center to relieve the white; remarkably fragrant beautifully formed flowers on long, graceful stems; a strong, free, healthy grower. \$1.75.

MRS. E. P. THOM. An old-timer, but it still holds its own. Large well shaped, canary yellow. \$1.75.

MRS. PIERRE S. DUPONT. A good bright yellow. \$1.75.

PICTURE. One of the best of the pink roses in the non-patented class. \$1.75.

PINK DAWN. A beautiful new hybrid tea rose with glorious deep rose buds opening to lovely pink blooms tinted with orange at the base of the petals. Sweetly fragrant, truly double and of vigorous upright habit. \$1.75.

POINSETTIA. Unfading scarlet. \$1.75

PRES. HERBERT HOOVER. Red and gold two-tone. A favorite for years. \$1.75.

RED RADIANCE. Clear even red. Good. \$1.75.

PATENTED CLIMBING ROSES

ALOHA. Patent No. 948. The primary bud develops into a gorgeous five inch bloom, but the secondary buds do not open fully until the first flower has practically finished. Rich rose-pink with lilac silvery pink on inside of petals when open. Deeper tones when in tight buds.

CLIMBING CRIMSON GLORY. Patent No. 736. Lovely large, deep crimson. \$2.80.

CLIMBING PEACE. Patent No. 932. Similar to the Peace Tea Rose. A must. \$2.80.

DR. J. H. NICHOLAS. Patent No. 457. A large flowering, rose pink. \$2.50.

POTTED

ROSES

are the best

KING MIDAS. Patent No. 586. Golden yellow clusters of delicate roses. Probably the best yellow climber. \$2.50.

NON-PATENTED CLIMBING ROSES

BLAZE. This beautiful scarlet rose was one of the first climbing roses patented. The patent has now run out. It has inherited its brilliant red color from Pauls Scarlet Climber and its everblooming tendencies from the famed Gruss an Teplitz. A vigorous grower. \$1.75.

CLIMBING AMERICAN BEAUTY. This well known climber has delightful, well formed boloms of rosy carmine. Splendid foliage. Very fragrant. \$1.75.

NEW DAWN. A delightful everblooming climber with big clusters of double apple blossom pink roses from early June until late fall. This was the first plant ever patented. \$1.75.

PAUL'S SCARLET. Vivid scarlet shaded crimson, intensified by the yellow stamens; flowers of good size, semi double, in clusters from three to fifteen. Brilliant scarlet, well retained. \$1.75.

SILVER MOON. Creamy buds; beautiful, semi-double, very large white flowers, often 3 or 4 inches across, a cluster of golden stamens in the center; mid-season; foliage rich, dark green. \$1.75.



PLANT YOUR GARDEN

with

**BROUGHTON'S
PERENNIALS**

OUR GUARANTEE

We guarantee all plants for the first 30 days. We guarantee that all plants are in good growing condition at the time of sale, and are true to name to the best of our knowledge. We also guarantee to replace any plant that fails to live the first year at half of the purchase price of the plant **at time of replacement.** All labor involved is charged for at the full price. The exceptions to the above guarantee are: (1) If the account is not paid in full. (2) If the purchaser does not give the plants the proper care; such as failure to water sufficiently or fail to cultivate at proper intervals. Or to keep the plant free from injurious insect pests thru lack of spraying (3) When the plant dies thru Act of God. (4) When orders are sold at a discount.

